



What Is the 10•10•10 Challenge?

The Kentucky Department for Environmental Protection's Division of Compliance Assistance is challenging individuals and industries across the state to reduce their waste disposal and conserve water and energy, each by 10 percent over the next three years. Teams will be formed and pledge members will join teams as they promise to take the challenge in their homes or businesses. Recognition will be given to the pledge leaders and organizations who collect the most pledges, as well as special recognition for partner organizations.

How Can You Get Involved?

- ★ **Become a Participant.** Sign up online to take the challenge from our Web site, www.dca.ky.gov.
- ★ **Become a Pledge Leader.** Form a team and encourage your employees, clients, customers and families to take the pledge.
- ★ **Become a Partner.** Help us spread the message of sustainability across the state through ad campaigns, donations, promotional materials and sponsorship of events.
- ★ **Joining the campaign** will offer your business a wealth of opportunities for marketing and networking.

Living Greener Growing Stronger

Promoting sustainability
across Kentucky.



Division of Compliance Assistance

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